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Case No. DBT-002

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THE ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application of

Inventor: Ralph F. Conley, Jr.

For: Multiple Destination Banners

Enclosed are:

- [X] 18 sheet(s) of drawing(s).
 [X] An Assignment of the invention to
Direct Business Technologies, Inc.
 [X] A Verified Statement to establish small entity status under
 37 CFR 1.9 and 37 CFR 1.27 - Independent Inventor.
 [X] A Verified Statement to establish small entity status under
 37 CFR 1.9 and 37 CFR 1.27 - Small Business Concern.
 [X] Declaration w/ Power of Attorney
 [X] Information Disclosure Statement w/ Cited References

The filing fee for a small entity has been calculated as shown
below:

	<u>NO. FILED</u>	<u>NO. EXTRA</u>	<u>RATE</u>	<u>FEE</u>
BASIC FEE.....				\$345
TOTAL CLAIMS	<u>55</u> - 20 = *	<u>35</u>	x 9 =	\$315
INDEP CLAIMS	<u>6</u> - 3 = *	<u>0</u>	x 39 =	\$117
MULTIPLE DEP. CLAIMS PRESENTED			+ 130 =	\$0
TOTAL.....				\$777

* If the difference in Column 2 is less than zero,
enter "0" in Column 3.

- [X] A Credit Card Payment Form for the amount of \$777 to cover
the New Patent Application filing fee is enclosed.
 [X] A Credit Card Payment Form for the amount of \$40 to cover
the Assignment filing fee is enclosed.

Steven J. Rosen
Reg. No. 29,972
(513) 489-5383

Date

6/15/00

Applicant or Patentee: Ralph F. Conley, Jr. Attorney's
Serial or Patent No.: _____ Docket No.: DBT-002
Filed or Issued: _____
For: Multiple Destination Banners

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY
STATUS (37 CFR 1.9(f) AND 1.27(b)) - INDEPENDENT INVENTOR

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under Sec. 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled Multiple Destination Banners described in

- ☒ the specification filed herewith.
☐ patent serial no. _____, filed _____.
☐ patent no. _____, issued _____.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

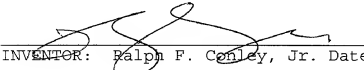
Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

- ☐ no such person, concern, or organization.
☒ persons, concerns or organizations listed below:

FULL NAME Direct Business Technologies, Inc.
ADDRESS 11125 Yankee St. Bldg. B Centerville, OH 45458-3580
☐ INDIVIDUAL ☒ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Sec. 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.


INVENTOR: Ralph F. Conley, Jr. Date _____

6-15-00
INVENTOR: _____ Date _____

Applicant or Patentee: Ralph F. Conley, Jr. Attorney's
Serial or Patent No.: _____ Docket No.: DBT-002
Filed or Issued: _____
For: Multiple Destination Banners

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY
STATUS (37 CFR 1.9(f) AND 1.27(c)) - SMALL BUSINESS CONCERN

I hereby declare that I am

- ☐ the owner of the small business concern identified below:
☒ an official of the small business concern empowered to act
on behalf of the concern identified below:

NAME OF CONCERN Direct Business Technologies, Inc.
ADDRESS OF CONCERN 11125 Yankee St. Bldg. B
Centerville, OH 45458-3580

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR 121.3-18, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled Multiple Destination Banners by inventor Ralph F. Conley, Jr. described in

- ☒ the specification filed herewith.
☐ application serial no. _____, filed _____.
☐ patent no. _____, issued _____.

If the rights held by the above identified small business concern are not exclusive, each individual, concern or organization having rights to the invention is listed below and no rights to the invention are held by any person, other than the inventor, who could not qualify as a small business concern under 37 CFR 1.9(d) or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

FULL NAME _____
ADDRESS _____
☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

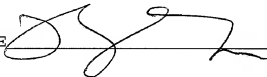
FULL NAME _____
ADDRESS _____
☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING Ralph F. Conley, Jr.
TITLE OF PERSON OTHER THAN OWNER President
ADDRESS OF PERSON SIGNING 5571 Shephard Rd.
Miamisburg, OH 45342

SIGNATURE



DATE

6-15-02

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TITLE

MULTIPLE DESTINATION BANNERS

BACKGROUND OF THE INVENTION

FIELD OF THE INVENTION

5 The present invention relates generally to
banner software and methods of using such software to
navigate networks such as the World Wide Web (WWW),
intranets and extranets and, more particularly, to
customizable banners that offer menus to multiple
URLs and other destinations on the network.

10 DISCUSSION OF THE BACKGROUND ART

Business marketing is very desirable of
targeting their customers needs and interests as part
of their effort to sell products and services. The
advent of the global network termed the Internet,
15 called the World Wide Web (WWW or WEB) has opened up
an entire new medium for marketing in conjunction
with entertainment, educational and business
information and services available to end-users.

Marketing over the portion of the Internet known
20 as the World Wide Web, or "Web" for short, is
growing. Advertisements on the Web are commonplace,
sophisticated, and elaborate, and Internet
advertising expense is expanding accordingly. In
many Web applications, advertisements are presented
25 as banners that are displayed prominently on a Web
display, referred to as a Web page. If a user is
attracted by the banner or banner advertisement, the
user can click-on the banner (i.e., by positioning a
screen cursor on the banner and then depressing a
30 button on a mouse or other input device). The banner

10 In recent years, the emergence of the World Wide
Web as a venue for marketing and brand-building has
created a great demand for the use of images and
multi-media files which can be displayed on World
Wide Web pages as advertisements by a sponsor. Such
15 images are typically GIF or JPEG image format files
of a specified dimension, which are inserted either
statically by an HTML author at the time an HTML page
is created or inserted dynamically in an HTML page by
advertising banner rotation software residing on a
20 remote Web server or other server computer.
Typically, when such a banner is presented to the
end-user via a Web browser, this display event is
recorded via the remote advertising banner rotation
software. If the user should click-on or select the
25 displayed banner, a single course of action is
performed, which is normally to transfer the end-
user, via their browser, to an alternate WWW page or
URL through an HTML hyperlink.

Banner ads can be created using various rich media technologies, such as the Java development language or in various multi-media formats such as Macromedia Flash or Shockwave. Banners developed using one of these programming based tools allow the developer to associate a wide range of applications with a banner ad, however, the process of programming a rich media banner advertisement requires considerable technical expertise.

Several disadvantages are inherent in the present state of banner technology. Although Web pages may be viewed off-line, i.e. when the user is not currently connected to the Internet, no record of such ad banner viewing is captured which leads to under-reporting of end-user behavior to the ad sponsor, i.e. the number of times their ad has been viewed by a user. A sponsor or advertiser is limited to specifying a single course of action for the user in the event the user selects or clicks on their displayed banner ad.

It is highly desirable to have a method and system which (i) permits banner ad viewing data to be captured whether the banner ad is viewed on-line or off-line; (ii) allows the sponsor, advertiser, or publisher of the banner to specify multiple events or sites to which the user may go when the user clicks on the displayed banner; and (iii) allows these events, sites, and options to be specified, changed, and updated by the advertiser, sponsor, or publisher with only novice computer level skills.

When a user clicks on a banner advertisement, the user indicates that he or she has gained an "impression" of the advertisement. These types of advertisements are limited in scope in that they give the viewer only one URL to go to. The user's interest can be increased by giving the user more choices or opportunities to view different targeted advertisements or URLs related to marketing. It is, therefore, highly desirable to be able to provide a more interesting banner to a viewer or end-user both on-line when connected to a network such as the World Wide Web (Internet) or intranet and off-line when not connected to a network. It is also desirable to provide advertising information to the customer in a fashion that will enhance the viewer's experience of using the Internet and encourage the user to visit

the advertiser's banner. It is also highly desirable to provide a system for the advertiser or publisher to create, update, and change choice's and content of the banner.

5 There is a need for making a set of options available to the end-user, particularly, a customer or consumer that selects or clicks on a displayed banner ad. There is also a need for a system and method for allowing the publisher to define, update,
10 and periodically update, with novice level computer skills, the set of end-user options presented to the end-user when the end-user selects or clicks on a displayed banner ad. There is also a need for capturing display event statistics for a banner ad
15 whether the end-user is viewing the banner ad either off-line or on-line.

SUMMARY OF THE INVENTION

20 The present invention includes software, methods, and computer systems for displaying banner ads with a set of navigation options presented to an end-user, such as a customer or consumer, who selects or clicks on the displayed banner ad. The navigation options include URLs on a network to which the end-user computer is connectable. The invention includes
25 software, systems, and methods for allowing the publisher to define and update the set of options. The invention includes software, systems, and methods for recording display event statistics for the banner ad whether the end-user is viewing the banner ad
30 either off-line or on-line. The invention also includes a means for targeting and sending messages across the network to end-users.

BRIEF DESCRIPTION OF THE DRAWINGS

35 The novel features believed characteristic of the present invention are set forth and

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differentiated in the claims. The invention, together with further objects and advantages thereof, is more particularly described in conjunction with the accompanying drawings in which:

5 FIG. 1 is a block diagram illustrating a system for employing an exemplary embodiment of banner software of the present invention.

FIG. 1A is an illustration of a GUI and icon in a Microsoft Windows Desktop screen.

10 FIG. 2 is a block diagram of an exemplary system of the current invention for producing and using an advertising module which incorporates the banner and the banner software of the present invention.

15 FIG. 3 is a block diagram illustrating architecture for an advertising module which incorporates the key advertising display, end-user navigation and usage reporting aspects of the banner software of the present invention.

20 FIG. 4 is a flow diagram illustrating the process for a third party advertising producer to create and/or change a banner display of the banner software via an advertising module over a network.

25 FIG. 4A is a first HTML page illustrating a screen used by the publisher to create the advertising module to select and upload a billboard image for the banner on the banner software.

FIG. 4B is a second HTML page illustrating a screen used to confirm the publisher choice of the billboard image illustrated in FIG. 4A.

30 FIG. 4C is a second HTML page illustrating a screen used by the publisher to define navigation options offered in the banner.

35 FIG. 5 is an illustration of an icon, in a Microsoft Windows Desktop screen, for launching an exemplary stand alone application having a customized advertising module for displaying an exemplary banner ad of the present invention.

FIG. 5A is a screen shot of a frame displayed by the exemplary application in FIG. 5.

FIG. 6 is a flow diagram of an exemplary process of the current invention illustrating how an advertising module interacts with an end-user consumer to display an advertising image, accept user click actions, and open files and/or hyperlinks presented to the user via the advertising module.

FIG. 7 is an illustration of a screen display of the pull down menu presenting advertising images and hotlink navigation options to the end-user consumer as the result of clicking on the banner in FIG. 5A.

FIG. 8 is an illustration of a screen display of an exemplary usage report screen available to the publisher and distributor of the advertising module.

FIG. 9 is an illustration of a screen display of a frame displayed by a second exemplary application for automobile maintenance.

FIG. 10 is an illustration of a screen display of a message frame displayed over the banner in FIG. 5A.

FIG. 11 is an illustration of a publishing screen of the advertising module constructor.

FIG. 12A is an illustration of a top portion of a screen of the advertising module constructor for inputting and sending directed messages to end-user computers.

FIG. 12B is a middle portion of the screen in FIG. 12A illustrating inputting and sending directed messages to end-user computers.

FIG. 13 is a bottom portion of the screen in FIG. 12A illustrating instructions for filling out forms in FIGS. 12A and 12B.

DETAILED DESCRIPTION

Illustrated in FIG. 1 is a block diagram of a networked banner display system 10 including banner

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software 6 of the present invention and a Web browser 8 also referred to as Web browser software. The Web browser 8 typically is stored on and installable from a distribution means such a storage media such as a CD-ROM 12 for distribution by a third party publisher such as a business. The banner software 6 is designed to be a stand alone application, or packaged with another type of application, or may be included as part of the browser and/or may be installed separately after the browser 8 has been installed. The Web browser 8 is used by an end-user on an end-user computer 14 which is typically a PC or personal computer. The end-user computer 14, typically, includes a fixed storage means such as a hard disk drive 20 and a removable storage means such as a floppy disk drive or a CD-ROM drive 22 for retrieving files from the CD-ROM 12. The end-user computer 14 interfaces with a network server such as a Web server 24 through a network 26 such as the Internet with a modem or direct connect to the network server or another type of network such as a LAN or intranet. Other software stored on distributable storage media includes publisher content 31, in the form of multi-media files 32 and an installation program 34 for installing the browser 8 and at least some of the multi-media files 32 on the hard drive 20 of the end-user computer 14. The banner software 6 may also be installed after downloading through network 26 such as the Internet or on diskette or CD-ROM. The distribution means also includes, but is not limited to, floppy diskettes, CD_DVD, and via transfer over an electronic data network to end-users. Typically, the software is stored in a compressed format on the CD-ROM 12.

Installation programs are invoked by the end-user to install the browser 8 and/or a stand alone application with the banner software 6 on the hard

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drive 20 on the end-user computer 14. During installation, end-user demographic data is inputted by the end-user and stored. Demographic data typically includes an area code and zip code, etc. 5 and the installation program also includes an end-user identification number that is associated with the installation and used to identify the end-user in various records, reports, and transactions. One particularly useful browser 8 is described and 10 disclosed in U.S. Patent Application No. 09/396,667, filed September 15, 1999, entitled "WEB BROWSING AND MARKETING SOFTWARE", and is herein incorporated by reference. The publisher content stored on the hard drive 20 is accessible by the end-user using the 15 browser 8 which can use and display the content stored on either or both the hard drive and the CD-ROM. The installation program also installs a customized browser icon 50 on a graphical end-user interface (GUI) which appears on a screen 52 of the 20 end-user computer 14 as illustrated in FIG. 1A.

The publisher content includes many types of files such as electronic documents, multi-media files, ActiveX objects, plug-ins for publication on a CD-ROM, video files, audio files, graphic files, 25 Flash files, Shockwave files etc., JAVA applets, ActiveX controls and HTML files. The browser 8 is software having many functional components as described in U.S. Patent Application No. 09/396,667. The browser is preferably an object oriented computer 30 code used by many software programmers. The components are computer codes that may be written as computer programs or sub-programs or sub-routines of computer programs as well as object code.

The browser software 8 and/or the banner 35 software 6 includes an event statistics component 38 which is software for monitoring end-user behavior and maintaining a local event statistics database 40

of end-user behavior on the end-user computer 14 and, preferably, on the hard drive 20. The end-user behavior is determined by monitoring events that occur, while, the end-user uses the browser. The event data is stored in the end-user computers 14 and is automatically transmitted by the browser to the Web server 24 when the end-user computer 14 is connected to the network 26.

The banner software 6 of the present invention has one particular use for advertising on the Internet, an example of which will be explained further, later in the patent. A block diagram of an exemplary system of the current invention is illustrated in FIG. 2. A publishing server 110 accepts publisher input, data and files, which may be stored on a publishing server file system 112 (typically a hard drive system), from a publisher computer 46 operated by the publisher which communicates with the publishing server 110 using an HTTP daemon 100 from an HTTP compliant client browser 130 over a TCP/IP network 26, such as the Internet. The publisher can be an advertiser on the Internet and the publishing server 110 can be maintained by a third party vendor to the publisher. Data and files received by the HTTP daemon 100 are temporarily stored in a publishing server file system 112 accessible by the publishing server 110. These files are used by publishing software illustrated as an advertising module constructor 120 to create interactive advertising modules 210 which, in one embodiment, the publisher directs to be embedded within HTML documents or related applications capable of incorporating software objects created using Microsoft ActiveX technology or Java. The advertising module 210 is the banner software 6 embedded within an HTML documents or related application such as a database program or even

browser 8.

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The interactive advertising modules 210 created on the publishing server 110 can be hosted anywhere on the networked system 10, it is illustrated herein

5 on an advertising server 42. Referring briefly to FIG. 1, the interactive advertising modules 210 can be stored on any Web server such as one operated by the publisher or advertiser or operated by another party such as the advertising server 42. The

10 advertising modules 210 can be distributed over the network or by a floppy disk or on a CD-ROM as a stand alone application of within another application. The advertising modules 210 may also be located in the

15 browser 8 or as part of the banner software 6 or in the publisher content 31. These are examples of the means for storing the banner software for distribution to and installation on the end-user computer.

Referring back to FIG. 2, the advertising server

20 42 and publishing server 110 can be on two separate computers or on one computer which may be owned or controlled and maintained by the vendor. The advertising modules 210 may be embedded within HTML documents or applications or similar files and stored

25 in an advertising server file system 160 on the advertising server 42. In this manner, the advertising modules 210 are made available over the network 26 via the HTTP daemon 100 to end-users on their end-user computers 14 that can access the

30 advertising server 42 through an HTTP compliant Web browser via standard HTTP requests 23 or similarly capable software application via a TCP/IP network 26, such as the Internet. The advertising server 42 transmits the advertising module 210, and related

35 files, via standard HTTP server responses 25 to an end-user file system 180 on the end-user computer 14, where, for example, it is stored on the hard drive

20.

In operation, the publisher or advertiser directs the publisher computer 46 to communicate via HTTP requests 23 with the publishing server 110 via the TCP/IP network 26 and use publishing software on the publishing server to create and/or update the advertising modules 210. Once the publisher computer 46 establishes a communication link with the publishing server 110, the publishing server's HTTP daemon 100 presents an HTML-based user interface with the publishing software to the HTTP compliant client browser 130 located on the advertising producer computer via HTTP server responses 25.

FIG. 3 is a high level block diagram of the preferred architecture for the advertising module 210 of the present invention that resides on the advertising server 42. The advertising module 210 provides the key advertising display, end-user navigation and usage reporting functions of the invention. The advertising module 210 includes a communications interface 214 that allows the advertising module 210 to interact with a hosting application such as an HTML document. A graphical user interface 211 enables the advertising module to read an image file 212 and to display a banner image 235 to the consumer end-user on the screen of an end-user computer 14. The communications interface 214 also provides notification to the advertising module 210 from the hosting HTML document or application 220 of any consumer end-user actions upon the displayed banner image 235 (as illustrated in FIG. 7A), i.e., clicking or similar events. When an end-user clicks on a displayed banner image 235 of the present invention, the method of the present invention will cause the advertising module to read the data from the hotlink script 213 which contains the set of hotlink navigation options, specified by the

advertiser when the advertising module was created.

Event recording code records consumer end-user events that are executed through the advertising module 210. The event and the date and time of the event is recorded and written to a usage data file 216 stored locally on the consumer's or end-user's PC 14 via a storage interface 215 in the advertising module 210 or the local event statistics database 40. An image file that is displayed by the advertising module 210 as the banner image 235 or banner ad (advertisement) displays a menu 237, illustrated in FIG. 7, having a set of hotlink navigation options 253 when the banner ad is clicked on or selected by the end-user.

The event and the date and time of the event that is recorded and written to a usage data file 216 is transmitted to a publisher's statistics database 48 on a statistics server 45 which is connected to the network 26 such as through the Web server 24 in FIG. 1. The usage data file 216 also includes a header to identify the end-user by a user identity number and demographic data which the end-user usually inputs such as area code and zip code, etc. An analysis program 44 on the statistics server 45 connected to the Web server 24 receives the information from the usage data file 216 and analyzes it and puts the results into the publisher's statistics database 48 for later access and use and reports by the advertiser. The analysis program 44 includes means for compiling summary information from the various usage data files 216 of different end-users and storing the compiled information is the publisher's statistics database 48.

The publisher computer 46, which is also typically a PC or personal computer, accesses the Web server 24, preferably through the network 26, to request statistical and other types of reports and

other information about his end-users' behavior. These reports are produced by the analysis program 44 using the summary information and other data from the publisher's statistics database 48. Typically, the
5 end-users are customers and potential customers of the publisher. The system, of course, may be used by many publishers for many different sets of end-users. The publisher's statistics database 48 and the analysis program 44 are preferably located on the
10 statistics server 45 that is connected to the Web server 24 so that the publisher's statistics database 48 and the analysis program 44 can be accessed through the network 26.

An exemplary report screen 510 is illustrated in
15 FIG. 8. The publisher's banner ad is identified by a publisher's product number "d-53". The report summarizes how many installations of the product or applications (such as the calendar application) have been recorded, denoted by "Products in Use"; how many
20 times the banner ad 235 was viewed denoted, denoted by "Ad Views"; how many times the banner ad 235 was clicked on, denoted by "Ad Clicks"; and how many links or navigation options 253 were clicked on, denoted by "Links Clicked".

25 When the browser 8 is opened or invoked, the browser 8 tests for the presence of a network connection such as an Internet connection. If the browser 8 detects such a connection, it reads data from the usage data file 216 and formats the data for
30 transmission to the remote Web server 24. The browser 8 then connects to the Web server 24 and transmits the data to the statistics server 45 connected to the Web server. The statistics server 45 inserts the newly transmitted end-user statistics
35 data records into the publisher's statistics database 48. The statistics server 45 then transmits an operation complete flag back across the network to

the browser 8. If the browser 8 doesn't detect such a connection, it will transmit the stored and un-transmitted end-user statistics data to the statistics server 45 for insertion into the publisher's statistics database 48, next time such a connection is detected.

The image file displayed by the advertising module as a banner ad and the set of hotlink navigation options presented when the banner ad is clicked on or selected by the consumer end-user is created and specified by the advertiser or publisher with the advertising module constructor 120 (the publishing software in the exemplary embodiment of the invention) which resides on the publishing server 110 through a series of simple, point and click operations. FIG. 4 is a flow diagram which illustrates an exemplary method of the current invention for the advertiser or publisher to produce the customized advertising module 210 through a series of simple steps that require no programming or interactive multi-media development skills. In the method, using an access step 300, the advertiser first establishes a connection with the publishing server 110 using the HTTP protocol over a TCP/IP network that is illustrated in FIG. 1.

The publishing software provides a template input as illustrated in FIGS. 4A, 4B, and 4C, allowing the publisher to select various options or files to be stored on the advertising module 210. After the HTTP connection is established a banner image selection step 310 of the publishing software presents a banner image selection screen 315 illustrated in FIG. 4A to the advertiser or publisher via the advertiser's HTTP compliant client browser 130 on the publisher computer 46. The image selection screen is illustrated in the form of an HTML document. The advertiser then performs banner

image selection step 310, using simple point and click operations, to select an image file which is used as the banner advertisement or the banner image 235 that is presented to consumers and end-users by the advertising module 210. As illustrated in FIG. 4A, a banner image file may be typed into the selection box 324 labelled "select file to upload" or a browse button 326 may be clicked on to browse for banner image file name to be selected for input. Selected banner images are uploaded by clicking on upload button 318 to be previewed in the sample banner image box 344. Once the image file is selected, the advertiser finalizes this step with a user interface command, clicking on a done button 348. The new or changed billboard 335 or banner choice or replacement is displayed together with the old billboard 337 or banner and confirmed as illustrated in FIG. 4B by clicking on the replace or cancel buttons 362 and 364, respectively. The selected image file is transmitted to the publishing server 110 where it is temporarily stored on the publishing server file system 112.

The next step in the method is specifying navigation option hotlinks 320, as illustrated in FIG. 4C, that the advertiser wants to associate with the banner advertisement image selected or installed in the previous step. The advertiser is presented with a second HTML document that permits the advertiser to specify what navigation option hotlinks he wants to associate with the banner advertisement image selected or installed previously. As illustrated with a screen in FIG. 4C, the advertiser is presented with choices to create the following types of navigation hotlinks: (i) a hyperlink to a URL specifying an HTML page on the World Wide Web; (ii) an E-mail address allowing the consumer quick access to E-mail accounts specified by the advertiser

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user; and/or (iii) the name and location of a file which can be accessed by the advertising module 210 on the end-user computer 14, or at some other location on the network. Other types of files or addresses on the network may also be used.

One way of choosing the navigation option is to use an input screen such as that illustrated in FIG. 4C. The advertiser specifies the desired navigation hotlinks by typing the text they wish presented to the end-user along with its associated URL, E-mail address or file name and location. E-mail options 430 allows advertisers to input under column marked display/name a description of an E-mail address and an associated E-mail address. File options 440 allows advertiser to input under column marked display/name a description of a file and a file location on the network including the consumer computer. URL options 450 allows advertiser to input under column marked display/name a description of URLs and associated URL addresses on the network. When the advertiser completes this step with a user interface command, the publisher server then begins the process of creating the final advertising module 210, illustrated in FIG. 2, customized according to the choices made by the advertiser.

The advertiser specifies the desired navigation hotlinks by simply typing the text they wish to present to the end-user along with its associated URL, E-mail address or file name and location. When the advertiser end-user indicates that they have completed this step by a simple user interface command, the publisher server then creates 330 the final advertising module 210, illustrated in FIG. 2, customized according to the choices made by the advertiser as entered into the template in the screens described above. When the customized advertising module 210 is completed, it is

automatically downloaded 340 and made ready for use by the advertising server 42 via an HTTP download of the module and its associated files to the advertising server 42 where it is written to the advertising server file system 160 of the advertising server 42.

The banner ad may be updated in the same way resulting in a new or an updated customized advertising module 210. The browser 8 or an advertising module 210 stored on the end-user computer 14 as stand alone or in the banner software 6 includes software for detecting a network connection and executing a transaction with a network server to determine if at least one of the banner ads and/or the navigation options should be updated. If the software finds there is an updated customized advertising module 210 it is uploaded to the end-user computer 14. The browser 8 and/or the banner software 6 also alters the appearance of the icon 50 on the screen 52, such as by changing its color or highlighting it, to alert the user that banner ad has been updated or changed. The entire system of producing and maintaining the advertising modules 210 for all of the end-users associated with or the customers of the publisher or advertiser may be sold or otherwise transferred to another publisher or advertiser. This would include ownership or rights to the publisher's statistics database 48 on a statistics server 45. If this happens, a new icon 50 may be placed on all of the browsers 8 for display on the screens.

The advertising module 210 is available to be accessed by the consumer across the network when the consumer clicks on the banner 410. In one embodiment of the invention, the advertising module 210 is embedded by the advertiser in an HTML page, or other software or multi-media application. In a more

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particular embodiment of the invention, the
advertising module 210 is embedded by the advertiser
in an HTML page, or other software or multi-media
application that supports object embedding of
5 Microsoft ActiveX controls and/or Java applets.
Illustrated in FIG. 5 is an application icon 50
labelled hot dates, in a Microsoft Windows Desktop
screen 52, for launching an exemplary stand alone
calendar application having a customized advertising
10 module for displaying an exemplary banner ad of the
present invention. FIG. 5A is a screen shot of a
frame 500 displayed by the exemplary calendar
application with the customized advertising module
for displaying an exemplary banner ad 235 of the
15 present invention.

FIG. 6 illustrates a flow diagram of one method
of the current invention for the operation of the
advertising module 210 interacting with the consumer
end-user on the end-user computer 14. An HTML
20 compliant application residing on the consumer end-
user computer 14 is viewed 600 and used to invoke the
hosted advertising module 210. Once the advertising
module 210 is invoked, it presents or displays 610
the banner ad or banner image 235 to the end-user.
25 When the image file is presented, the advertising
module makes a record of the display event and the
date/time and writes this data to the local event
statistics database 40 or the separate usage data
file 216 located and stored locally on the consumer
30 end-user computer 14.

At this point, if the consumer end-user
terminates 630 the browser or application hosting,
the advertising module or otherwise fails to click
620 or select the displayed banner ad image, no other
35 operations occur. If the consumer end-user clicks
620 on or otherwise selects the displayed banner ad
image 235, then the advertising module responds by

displaying 640 a drop down menu 237 superimposed over the banner ad image on the consumer end-user computer display. In addition, the advertising module will make a record of the click event and the date/time and will write this data to the usage data file 216 stored locally on the consumer or end-user computer 14.

When presented with the drop down menu of hotlink navigation options, the consumer end-user may elect to click-on a hotlink 650, or otherwise select, any one of the displayed hotlinks. When a hotlink is clicked, the advertising module invokes an application 660 which reads and parse a locally stored hotlink script to determine what action to take in response to the end-user's selection. Based upon the type of hotlink selected by the consumer end-user, the advertising module might cause any one of the following processing operations to occur: (i) invoke the default Web browser installed on the end-user computer and direct the Web browser to load the URL specified by the hotlink; (ii) invoke an E-mail client module incorporated as part of the advertising module and fill in the "TO" E-mail address specified in the hotlink; or (iii) invoke the software application required to view a file of the type specified in the hotlink if an appropriate software application is installed locally on the consumer end-user's computer. For example, if a hotlink is associated with and Adobe PDF, then the advertising module would attempt to locate and run Adobe's Acrobat Reader application to present the PDF file to the consumer end-user.

If the consumer end-user clicks on any of the displayed hotlink navigation options, then the advertising module invokes the second application 660 that records the click event, the URL, E-mail address, or file name of the selected link, the

date/time and writes this data to the locally stored usage file.

5 The flow chart diagram in FIG. 6 illustrates the software operation related to sample screen shots in FIGS. 5A and 7 as it appears to the consumer end-user on a screen of the end-user computer 14. FIG. 5A is a screen shot illustration of how the advertising module 210 displays the banner image 235, also referred to as the banner ad, on the screen. In the depicted embodiment, the advertising module is displaying the banner image file 235 to the end-user hosted in a stand alone calendar application. In an alternative embodiment, the advertising module might be embedded in an HTML document, or related document, which supports embedding either ActiveX controls or Java applets or on a Web site on the Internet.

10 FIG. 7 presents a screen shot depicting the display of the calendar application in the frame 500 with the advertising module 210 after the consumer or end-user clicks on the displayed banner image 235 in the frame 500 displayed in FIG. 5A. The drop down menu 237 appears to the end-user listing the various hotlink navigation options 253 specified by the advertiser user when the advertising module was created. By clicking on any of the displayed hotlink options, the end-user will cause the advertising module to invoke a software application, such as a Web browser, that will then display the file, Web page or E-mail address associated with the navigation option selected by the consumer end-user.

15 Another feature of the present invention is messaging software and system for sending targeted messages 530 as illustrated in FIG. 10 to all or some of the end-users of the banner software 6. The publisher can send a message to some or all of the end-users that have installed the publisher's banner software 6 in the advertising module 210 sent to and

installed by the end-user on the end-user computer
14. The end-user is alerted to a message sent by the
publisher to the end-user with an alert which is
illustrated in one exemplary form in FIG. 9 as a
5 message alert 520 which is the button labelled New
being highlighted in the frame 500 displayed by a
second exemplary application. The application
illustrated in FIG. 9 is for automobile maintenance
as may be distributed by an insurance company as the
10 publisher. The frame 500 contains the customized
advertising module for displaying an exemplary banner
ad 235 of the present invention. The highlighted New
also serves a link to the new message.

The end-user can display the message 530 by
15 clicking on the alert 520, the highlighted link New,
which will bring up the new message 530 in a frame
labelled messages as illustrated in FIG. 10 for the
exemplary calendar application illustrated in FIG.
5A. The software can also bring up a frame
20 containing a listing of and a link to all new
messages since last viewed and optionally all old
messages that had been previously viewed.
Alternatively, the banner software 6 also can alter
the appearance of the application icon such as the
25 application icon labelled hot dates in FIG. 5 such as
by changing its color, highlighting it, or changing
its shape such as to a mail box. Alternatively, the
banner software can automatically display the new
message automatically when the end-user logs on to
30 the network or invokes the banner ad software 6 which
causes the banner ad to be displayed. The message
alert can also be a message button 534 labelled
Message and being highlighted in the frame 500
displayed by the exemplary calendar application
35 together with the customized advertising module for
displaying an exemplary banner ad 235 of the present
invention as illustrated in FIG. 5A. The highlighted

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message button 534 also serves a link to the new message.

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5 The directed messages are loaded and directed by the advertiser or publisher with the advertising module constructor 120 which resides on the publishing server 110 through a series of simple, point and click operations. Once the publisher logs on to the advertising module constructor 120, he is presented with a publishing screen 800 illustrated in 10 FIG. 11 and a choice of products 810. Each publisher may have one or more products or banner ads out on different end-user computers connected or connectable to the network. Choices 820 are presented in the screen for updating content of the banner ad, viewing 15 statistics or statistical reports such as in the exemplary report screen 510 illustrated in FIG. 8, sending a directed message to end-user computers that have the banner ad software 6 loaded indicated by the product d-53, and finally downloading changes to the 20 product or the direct message. Options for updating the content are shown also illustrated as E-mail options, File options, and Url options. The targeted message is created and distributed to the designated recipients or end-users by a targeting code invoked 25 by clicking on the Directed Messages link presented in the choices 820. The E-mail options include one or more E-mail addresses to send E-mail and clicking on the an E-mail option presents the end-user with an E-mail screen having entry fields for messages and 30 attachments and are addressed to the E-mail address listed in the menu.

35 Clicking on the Directed Messages link presents the publisher with a proscribed template or form illustrated in FIGS. 12A and 12B which in the exemplary embodiment appear on a single screen. Instructions for filling out the form are illustrated in FIG. 13. As can be seen from the instructions in

FIG. 13 taken in conjunction with form in FIGS. 12A and 12B, the publisher enters a subject for the message and to send either text, the body of which is the message, and/or an image file as the message file. Images are typically used for coupons or e-coupons as they may be called. If a text message is chosen, it is entered as text and may be typed in or copied from another electronic document. The messages are illustrated as being ASCII text. If an image is chosen, then the publisher clicks the 'Browse' button to select the image file to be sent. It could be in a specified type of format or formats such as a GIF format and specified size.

The message can be targeted by geography or other demographic data collected from the end-users and stored in the publisher's statistics database 48 on a statistics server 45. Such targeting is illustrated by options in FIG. 12B as states, zip codes or area codes.

Accordingly, what is desired to be secured by Letters Patent of the United States is the invention as defined and differentiated in the following claims:

CLAIMS

What is claimed is:

1. Banner software stored in machine readable format comprising:

a banner display means for displaying a banner on a screen on an end-user computer,

5 said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and

at least a portion of said navigation options are URLs on a network to which end-user computer is
10 connectable.

2. Software as claimed in Claim 1 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said
5 end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server computer on said network.

3. Software as claimed in Claim 2 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

4. Software as claimed in Claim 3 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of
5 navigation options.

5. Software as claimed in Claim 2 further comprising nested menus in said menu of navigation options.

6. Software as claimed in Claim 2 further comprising cascading menus in said menu of navigation options.

7. Software as claimed in Claim 1 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

8. Software as claimed in Claim 7 wherein said fixed storage means include hard drives and CD-ROM drives.

9. Software as claimed in claim 1 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said
5 navigation options should be updated.

10. Software as claimed in claim 9 further comprising a means for updating said banner and said navigation options.

11. Software as claimed in Claim 10 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said
5 end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

12. Software as claimed in Claim 11 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

13. Software as claimed in Claim 12 wherein
said local event statistics database further includes
URLs on a network to which end-user computer has been
directed through a choice from said menu of
5 navigation options.

14. Software as claimed in Claim 13 wherein
said options further include one or more addresses to
files stored on fixed storage means for fixedly
storing files on the end-user computer.

15. Software as claimed in Claim 14 wherein
said fixed storage means include hard drives and CD-
ROM drives.

16. Software as claimed in Claim 1 further
comprising a banner updating means for allowing a
publisher to change said navigation options.

17. Software as claimed in Claim 16 further
comprising a means for monitoring end-user's behavior
regarding accessing said banner, a means for
maintaining a local event statistics database of said
5 end-user's behavior regarding accessing said banner,
and a means of transmitting information in said local
event statistics database to a server on said
network.

18. Software as claimed in Claim 17 wherein
said local event statistics database includes number
of times said banner was accessed by the end-user.

19. Software as claimed in Claim 18 wherein
said local event statistics database further includes
URLs on a network to which end-user computer has been
directed through a choice from said menu of
5 navigation options.

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20. Software as claimed in Claim 19 further comprising nested menus in said menu of navigation options.

21. Software as claimed in Claim 19 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

22. Software as claimed in Claim 21 wherein said fixed storage means include hard drives and CD-ROM drives.

23. Software as claimed in claim 22 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said
5 navigation options should be updated.

24. Software as claimed in claim 8 further comprising a means for updating said banner and said navigation options.

25. Software as claimed in Claim 24 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said
5 end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

26. Software as claimed in Claim 25 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

27. Software as claimed in Claim 26 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of navigation options.

28. Publishing software for producing and changing banner software for displaying banners, said publishing software stored in a server computer accessible via a network, said publishing software comprising:

a means for selecting navigation options for the banner software, wherein the banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer, said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on a network to which the end-user computer is connectable, and

a means for storing the banner software for distribution to the end-user computer.

29. Software as claimed in Claim 28 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

30. Software as claimed in Claim 29 wherein said options further include one or more E-mail addresses to send E-mail.

31. Software as claimed in Claim 38 further comprising a banner selection means for selecting a banner image file for the banner display means to display as the banner.

32. Software as claimed in Claim 28 further comprising an installation means for installing the banner software in an application.

33. Software as claimed in Claim 28 further comprising an updating means for changing the banner software in an application.

34. Software as claimed in Claim 33 further comprising an alerting means for alerting the end-user that the banner software has been changed on the end-user computer.

35. Software as claimed in Claim 34 wherein said alerting means alters appearance of an icon on a screen of the end-user computer that invokes the banner software when the icon is clicked upon.

36. Messaging software for producing and sending a message that appear of the screen of end-user computers that have banner software installed on the end-user computers, said messaging software
5 stored in a server computer accessible via a network, said messaging software comprising:

a means for inputting the message to be transmitted to and displayed on the end-user computers,

10 said banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer,

said banner display means having a menu display means for presenting a menu of navigation options
15 when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on a network to which the end-user computer is connectable, and

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20 a means for displaying the message when the
banner is displayed on a screen on an end-user
computer.

37. Software as claimed in Claim 36 further
comprising an alerting means for alerting the end-
user that the message has been sent to the end-user
computer.

38. Software as claimed in Claim 37 wherein
said alerting means alters appearance of an icon on a
screen of the end-user computer.

39. Software as claimed in Claim 37 wherein
said alerting means causes a button to be displayed
or alters appearance of the button on a screen of the
end-user computer.

40. Publishing software for producing and
changing banner software, said publishing software
stored in a server computer accessible via a network,
said publishing software comprising:

5 a template means for selecting navigation
options for the banner software, wherein the banner
software is in machine readable format having a
banner display means for displaying a banner on a
screen on an end-user computer, said banner display
10 means having a menu display means for presenting a
menu of navigation options when an end-user clicks on
said banner, and at least a portion of said
navigation options are URLs on a network to which the
end-user computer is connectable,

15 a means for storing the banner software on the
server computer, and

a means for distributing the banner software
from the server computer to said end-user computer.

41. A banner display system comprising:
at least one end-user computer connectable to a
network,
banner software stored on said end-user computer
5 in machine readable format,
said banner software comprising;
a banner display means for displaying a banner
on a screen on an end-user computer,
said banner display means having a menu display
10 means for presenting a menu of navigation options
when an end-user clicks on said banner, and
at least a portion of said navigation options
are URLs on said network to which end-user computer
is connectable.

42. A system as claimed in Claim 41 further
comprising a means for monitoring end-user's behavior
regarding accessing said banner, a means for
maintaining a local event statistics database of said
5 end-user's behavior regarding accessing said banner,
and a means of transmitting information in said local
event statistics database to a server on said
network.

43. A system as claimed in Claim 42 wherein
said local event statistics database includes number
of times said banner was accessed by the end-user.

44. A system as claimed in Claim 43 wherein
said local event statistics database further includes
URLs on a network to which end-user computer has been
directed through a choice from said menu of
5 navigation options.

45. A system as claimed in Claim 44 wherein
said options further include one or more addresses to
files stored on fixed storage means for fixedly

storing files on said end-user computer.

46. A system as claimed in Claim 45 wherein said fixed storage means include hard drives and CD-ROM drives.

47. A system as claimed in claim 45 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

48. A system as claimed in claim 47 further comprising a means for updating said banner and said navigation options with updates sent to said end-user computer from said server.

49. A banner display publishing system comprising:

- 5 a publishing server connected to a network, publishing software operably running on said server,
- said publishing software operable for producing and changing banner software that is used to display banners,
- said publishing software comprising:
- 10 a means for selecting navigation options for the banner software, wherein the banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer, said banner display means having a menu
- 15 display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on said network to which said end-user computer is connectable; and
- 20 a means for storing said banner software on said

server, and

a means for distributing said banner software to said end-user computer.

50. A system as claimed in claim 49 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said
5 navigation options should be updated.

51. A system as claimed in claim 50 further comprising a means for updating said banner and said navigation options with updates sent to said end-user computer from said server.

52. A system as claimed in claim 51 further comprising messaging software operable on said server computer for producing and sending a message that appears on the screen of end-user computers having
5 said banner software installed and a means for displaying said message when said banner is displayed on a screen on an end-user computer.

53. A system as claimed in Claim 52 further comprising an alerting means for alerting the end-user that the message has been sent to the end-user computer.

54. A system as claimed in Claim 53 wherein said alerting means alters appearance of an icon on a screen of the end-user computer.

55. A system as claimed in Claim 54 wherein said alerting means causes a button to be displayed or alters appearance of the button on a screen of the end-user computer.

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MULTIPLE DESTINATION BANNERS

ABSTRACT

5 The present invention provides software,
 methods, and computer systems for displaying banner
 ads with a set of navigation options presented to an
 end-user, such as a customer or consumer, who selects
 or clicks on the displayed banner ad. The navigation
 options include URLs on a network to which the end-
 user computer is connectable. The invention includes
10 software, systems, and methods for allowing the
 publisher to define and update the set of options.
 The invention includes software, systems, and methods
 for recording display event statistics for the banner
 ad whether the end-user is viewing the banner ad
15 either off-line or on-line. The invention also
 includes a means for targeting and sending messages
 across the network to end-users.

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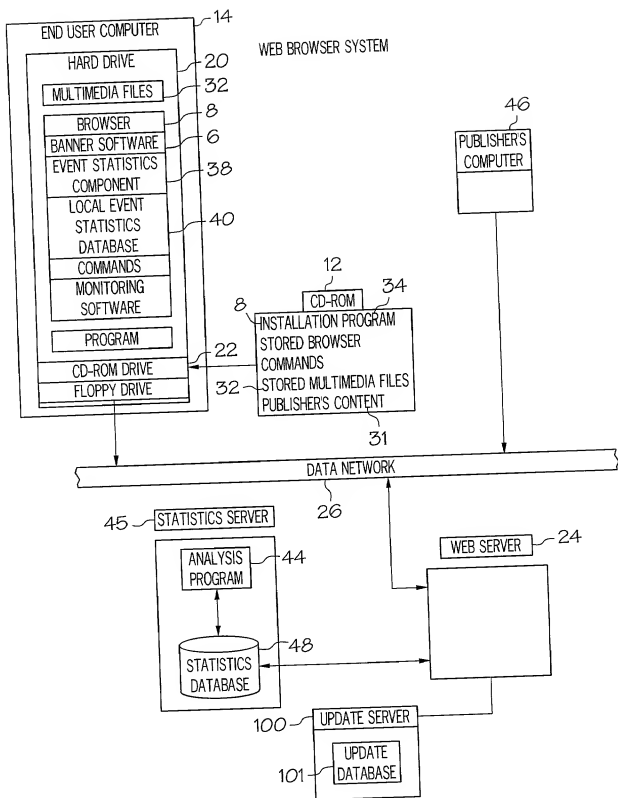


FIG. 1

52

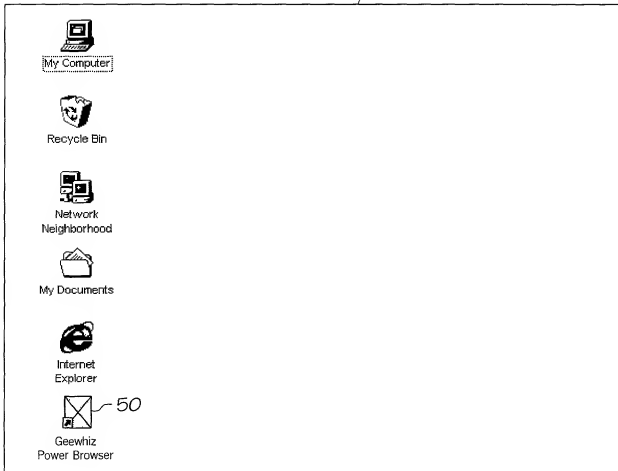
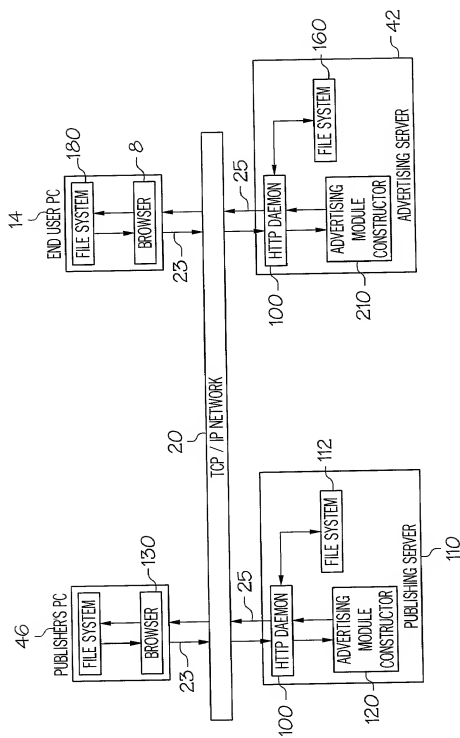


FIG. 1A



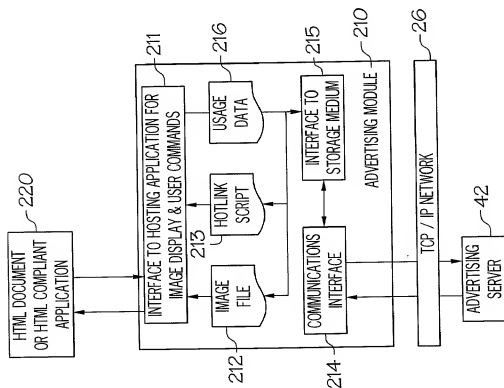


FIG. 3

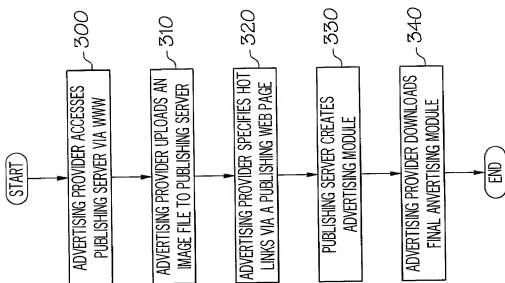


FIG. 4

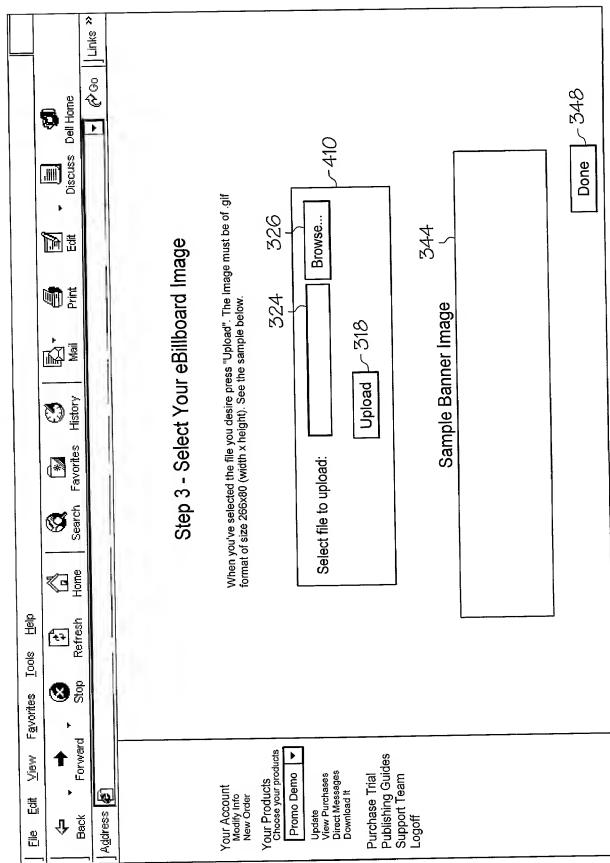


FIG. 4A

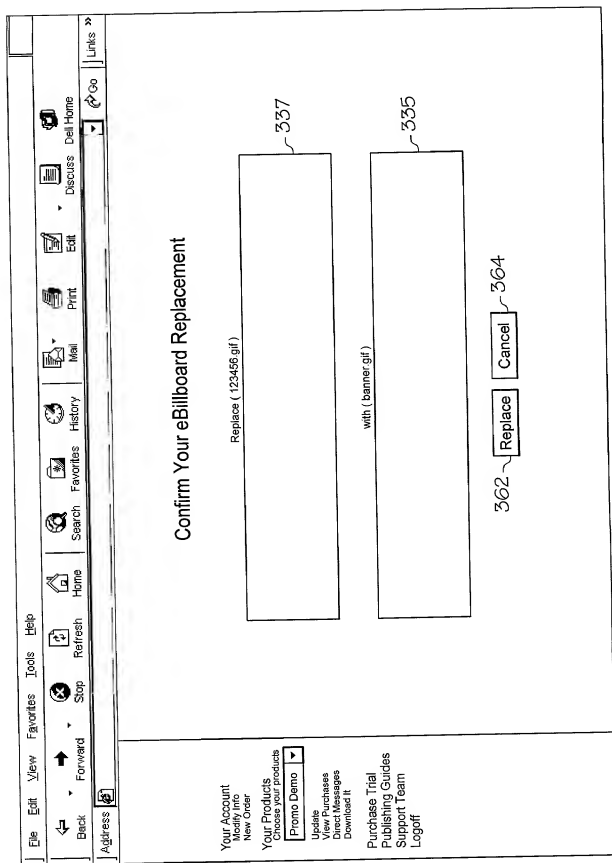


FIG. 4B

FIG. 4C

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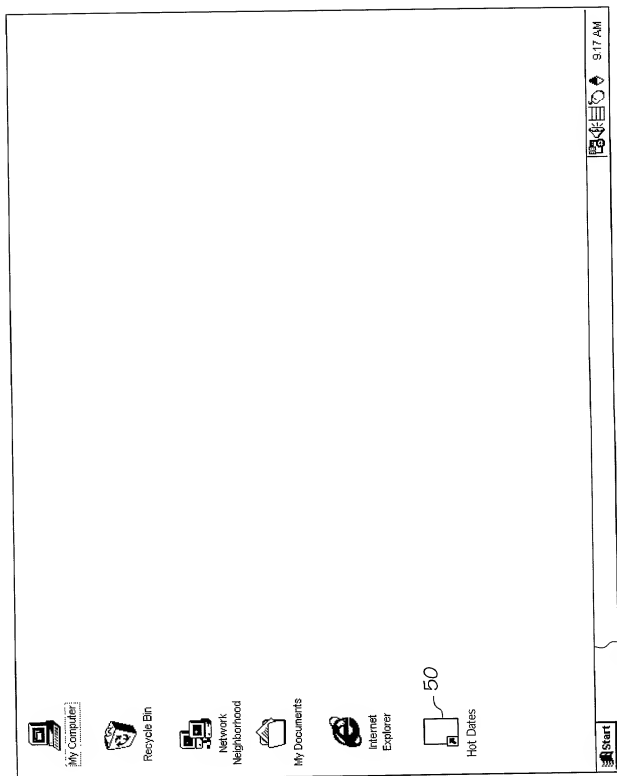


FIG. 5

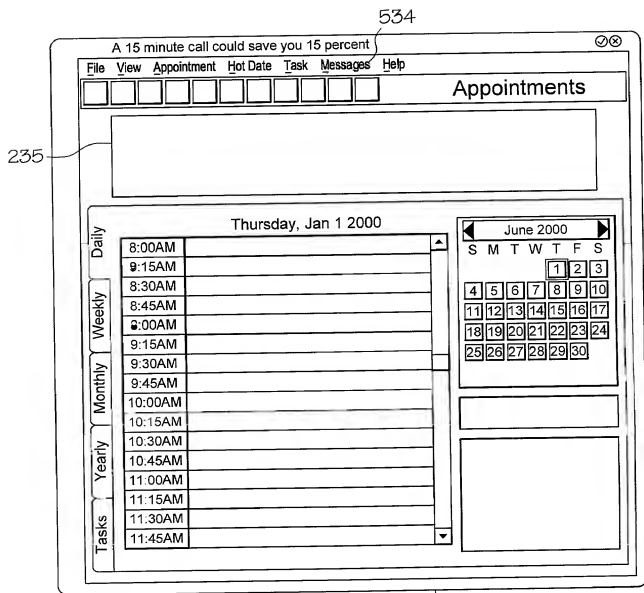


FIG. 5A

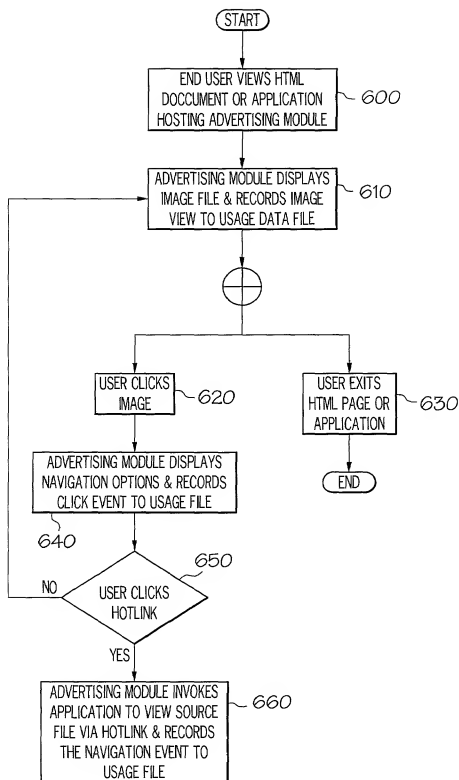


FIG. 6

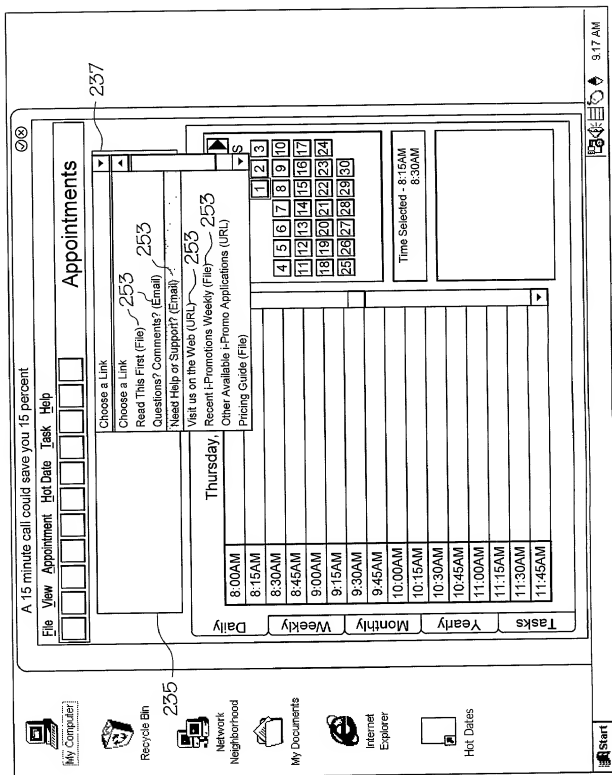


FIG. 7 500

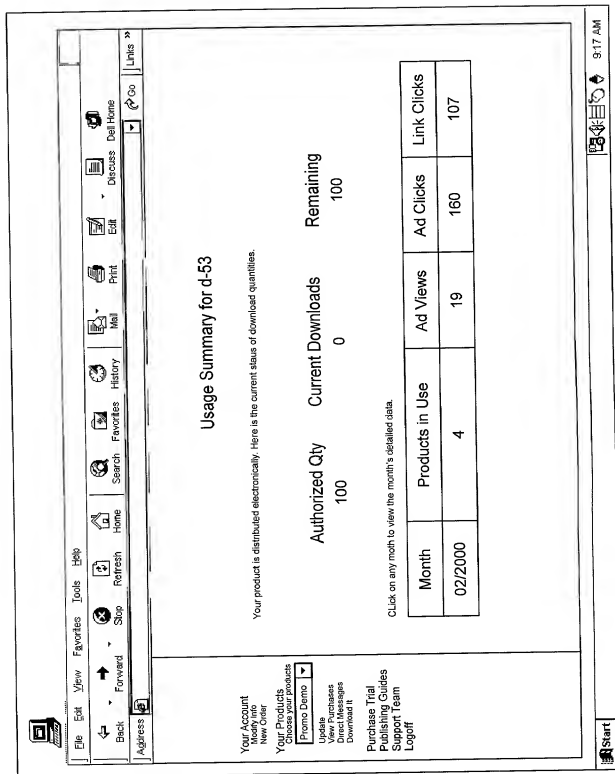


FIG. 8

A 15 minute call could save you 15 percent

File View Messages Help

Auto History Passwords

Auto Service Center Dealerships Insurance Print

Model Category
☐ Car
☐ Other

Year Add Picture

Serial Number See Picture

License Plate Done

Purchase Date

Enrolled Policyholders

Policy Number

Zip Code

Password

Passwords are case sensitive

Enter the Service Center

520

New Edit Delete Undo Save

235

500

FIG. 9

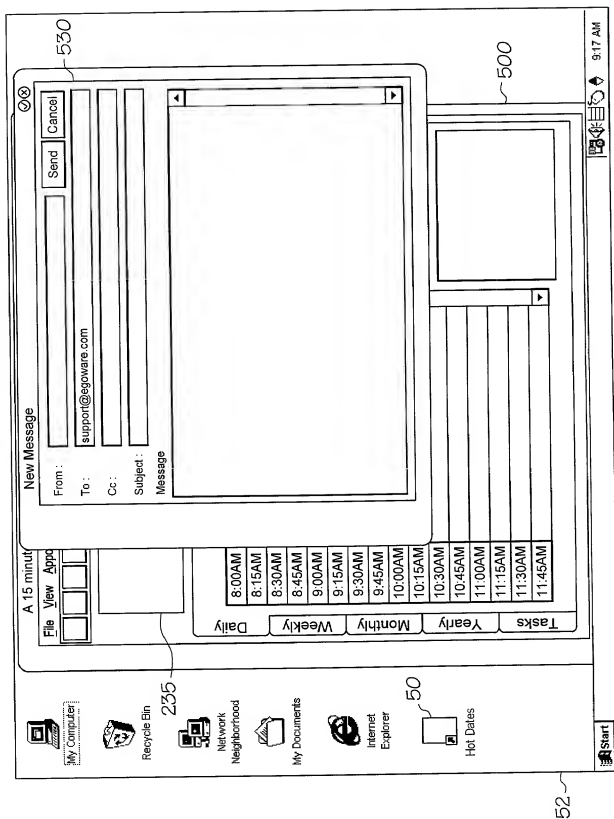


FIG. 10

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Del Home

Address

Your Account
 Your Credits
 New Order

Your Products
 1d-53
 Update
 View Purchases
 Direct Messages
 Download It

Purchase Trial
 Publishing Guides
 Support Team
 Logout

820

810

Email Options

Display Name	Email	Order
<input type="checkbox"/> Contact Us	webmaster@53.com	9
<input type="checkbox"/> New Car Loan	webmaster@53.com	10
<input type="checkbox"/> CD Quote	webmaster@53.com	11

File Options

Display Name	File Name	Order
<input type="checkbox"/> Getting Started	Browse...	1
<input type="checkbox"/> Egaware Information	Browse...	2
<input type="checkbox"/> Electronic Coupons	Browse...	6
<input type="checkbox"/> Publishing Instructions	Browse...	12
<input type="checkbox"/> Electronic News Letter	Browse...	7

URL Options

Display Name	File Name	Order
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800

FIG. 11

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Send a New Direct Message

You can send a new Direct message in a few simple steps by filling out this form. We have some very specific requirements you need to follow which are detailed on the lower half of this page. Please "click here" to review those instructions.

After reviewing the instruction, just fill out the form. When you are finished, click "Send". Your message will be distributed to the appropriate users of you i. Promotion the next time their PC is connected to the Internet. Press "Cancel" and this message will be deleted.

Subject :

☒ Text

Body :

☐ Image

How would you like to target message recipients?

☒ All Users

Target User by Geography

Your Account
New Order

Your Products
Choose your products
Promo Demo

Update
View Purchases
Direct Messages
Download it

Purchase Trial
Publishing Guides
Support Team
Logout

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Dell Home

Address

Start 9:17 AM

FIG. 12A

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Del Home

Address

☐ Image

Your Account
[Modify Info](#)
[New Order](#)

Your Products
Choose your products

[Update](#)
[View Purchases](#)
[View Downloads](#)
[Download It](#)

[Purchase Trial](#)
[Publishing Guides](#)
[Support Team](#)
[Logout](#)

How would you like to target message recipients?
☒ All Users

Target User by Geography
Enter one or more states, zip codes, or area codes and separate each entry with a comma ',' (You can choose only one targeting criteria)
☒ States
☐ Zip
☐ Area Codes

Here is a reference list of proper state abbreviations.

INSTRUCTIONS FOR A DIRECT MESSAGE.
Please follow these instructions when preparing your Direct message:

- Enter a subject for the message...keep it under 40-45 characters.

9:17 AM

FIG. 12B

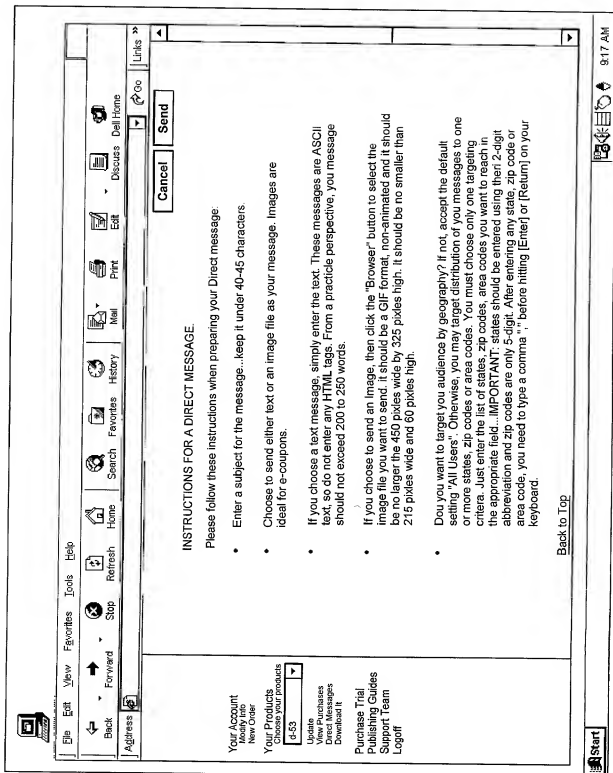


FIG. 13

DECLARATION FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: Multiple Destination Banners, the specification of which

is attached hereto unless the following box is checked:

[] was filed on _____ as United States Application No. _____ or PCT International Application No. _____ and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, Sec. 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Sec. 119(a)-(d) of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)			Priority Claimed	
(Number)	(Country)	(Day/Month/Year Filed)	[] Yes	[] No

I hereby claim the benefit under Title 35, United States Code, Sec. 119(e) of any United States provisional application(s) listed below.

(Application Number)	(Filing Date)
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I hereby claim the benefit under Title 35, United States Code, Sec. 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Sec. 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, Sec. 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

(Application No.)	(Filing Date)	(Status)
		(patented, pending, abandoned)

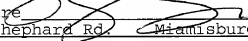
I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: Steven J. Rosen.

Please address all future telephone calls and/or correspondence to:

Mr. Steven J. Rosen
4729 Cornell Road
Cincinnati, OH 45241
(513) 489-5383

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Sec. 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first inventor Ralph F. Conley, Jr.

Inventor's signature  Date 6-15-07
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Citizenship USA
Post Office Address Same

Full name of second joint inventor, if any _____

Second Inventor's signature _____ Date _____
Residence _____
Citizenship _____
Post Office Address _____

[] Additional inventors are being named on separately numbered sheets attached hereto.